

Message Text

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12

ACTION EB-11

INFO OCT-01 ARA-11 ADP-00 AID-20 CIAE-00 INR-10 NSAE-00

RSC-01 RSR-01 /055 W

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R 101915 Z MAY 73

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 7399

INFO USDOC WASHDC

AMEMBASSY CARACAS

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E. O. 11652: N/A

TAGS: ETEL, CO

SUBJECT: INRAVISION- COLOR TV

REF: BOGOTA 2973

1. SUMMARY. DECISION WHETHER TO ESTABLISH COLOR TELEVISION IN COLOMBIA MAY BE 4 YEARS AWAY. NONETHELESS, INRAVISION OFFICIALS ARE ANXIOUS TO BEGIN INFORMING THEMSELVES BETTER ABOUT RELATIVE MERITS OF NSTC, PAL, AND SECOM SYSTEMS. FRENCH AND GERMANS HAVE BEEN MORE AGGRESSIVE IN THIS LONG- RANGE SALES EFFORT THAN AMERICAN BUSINESSMEN. INRAVISION DIRECTOR CARLOS DELGADO WOULD WELCOME TRADE MISSION FROM ELECTRONICS INDUSTRIES ASSOCIATION (EIA) IN AUGUST, SEPT, OR OCT, 1973. MISSION SHOULD INCLUDE SEMINAR AND EQUIPMENT DEMONSTRATION. END SUMMARY.

2. ACTION REQUESTED: INFORM EIA OF DELGADO'S INTEREST AND URGE EIA TO ACCEPT HIS INVITATION. END ACTION REQUESTED.

3. THE SUB- DIRECTOR TECNICO (TECHNICAL VICE PRES) OF INRAVISION, TOLD ASSISTANT COMATT MAY 4 THAT HE BELIEVES FINAL DECISION TO INITIATE COLOR BROADCASTING IS STILL 4 TO 5 YEARS AWAY. HE SAID THE SAME HOLDS FOR THE SYSTEM TO BE ADOPTED. HE SAID THAT WITHIN 2 TO 3 YEARS, HOWEVER, INRAVISION WILL START LIMITED OFFICIAL USE

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ITS FORMAL EVALUATION PROCESS. THIS MIGHT INCLUDE PRODUCTION OF COLOR VIDEOTAPE PROGRAMS FOR EXPORT, AS WELL AS CLOSED CIRCUIT LIVE PRODUCTIONS.

4. NASSAR SAID THE FRENCH HAVE BEEN VERY AGGRESSIVE. HE MENTIONED THAT SEVERAL YEARS AGO, THEY BROUGHT AN AIRPLANE LOADED WITH EQUIPMENT FOR A DEMONSTRATION. THE GERMANS HAVE BEEN LESS AGGRESSIVE, AND THE AMERICANS HAVE SHOWN THE LEAST INTEREST.

5. NASSAR COMPARED NSTC TO A FORD OR CHEVROLET, AND PAL AND PARTICULARLY SECOM TO A ROLLS ROYCE. HE ASKED RHETORICALLY QUOTE IF THE RICHEST COUNTRY IN THE WORLD FINDS NSTC ACCEPTABLE, WHY DOES A POOR COUNTRY LIKE COLOMBIA NEED THE MOST COMPLICATED AND MOST EXPENSIVE SYSTEM UNQUOTE. HE MENTIONED THAT SECOM STUDIO EQUIPMENT IS EXTRAORDINARILY COMPLEX AND DIFFICULT TO OPERATE AND THAT ONE WAY AROUND THIS WAS TO TAPE IN PAL AND BROADCAST IN SECOM.

6. EMBOFF GOT IMPRESSION FROM NASSAR AND FROM CHIEF ENGINEER AT INRAVISION THAT THEY BELIEVE THE CHOICE SHOULD BE BETWEEN NSTC AND PAL.

7. NASSAR SAID VENEZUELAN AMB HAD RECENTLY TELEPHONED HIM TO ASK IF COLOMBIA HAD DECIDED WHICH SYSTEM IT WOULD CHOOSE. VENEZUELAN AMB SAID COLOMBIA'S DECISION COULD AFFECT CHOICE OF VENEZUELA. NASSAR TOLD HIM NO DECISION MADE YET, BUT THAT VENEZUELA COULD REST ASSURED THAT IF VENEZUELA MADE A DECISION FIRST, IT WOULD STRONGLY INFLUENCE THE CHOICE THAT COLOMBIA WILL MAKE. AFTER RELATING

THIS TO EMBOFF, NASSAR THEN COMMENTED IN AN ASIDE TO THE CHIEF ENGINEER THAT IN REALITY, AS ALWAYS, VENEZUELA WOULD QUOTE LEAVE THE DECISION TO COLOMBIA UNQUOTE.

8. NASSAR EMPHASIZED THAT MAIN HURDLE TO OVERCOME BEFORE COLOMBIA CAN HAVE COLOR TV IS PRICE OF TV RECEIVERS. BLACK AND WHITE SET THAT COSTS 100 DOLS IN USA COSTS 350 DOLS IN COLOMBIA. IF SAME PROPORTION HOLDS, COST OF COLOR SET WOULD BE 1200 DOLS IN COLOMBIA. HE ESTIMATED THAT ONLY 20,000 COLOMBIAN FAMILIES COULD AFFORD COLOR SETS, BUT MANY MORE WOULD BUY THEM BECAUSE THEY WOULD BE SUCH A STATUS SYMBOL. HE SAID THAT EVEN TODAY LIMITED OFFICIAL USE

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SOME PEOPLE WHO LIVE IN AREAS OF THE COUNTRY THAT HAVE NO TV RECEPTION NONETHELESS PROMINENTLY DISPLAY A TV SET IN THEIR HOMES.

9. FEW DAYS AFTER CONVERSATION REPORTED ABOVE. ON MAY 9, COMATT TELEPHONED INRAVISION DIRECTOR CARLOS DELGADO TO ASCERTAIN

WHETHER HE WOULD WELCOME TRADE MISSION FROM ELECTRONICS
INDUSTRIES

ASSOCIATION (EIA). DELGADO QUICKLY RESPONDED IN AFFIRMATIVE, HE
SEEMED ANXIOUS THAT MISSION COME EARLIER THAN MIGHT SEEM STRICTLY
NECESSARY GIVEN GENERAL OPINION THAT CLOR TV IS FAR OFF FOR
COLOMBIA. DELGADO SAID IF MISSION WERE TO COME IN AUGUST,
SEPTEMBER, OR OCT 1973, THIS WOULD DO MUCH TO AWAKEN TECHNICAL
INTEREST IN COLOMBIA. HE HOPED EIA COULD BRING EQUIPMENT FOR
DEMONSTRATION. DELGADO PROMISED SUGGEST MORE EXACT DATES FOR
MISSION TO COMATT WITHIN NEXT FEW DAYS.
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